



COLOMBIA MEDIA LANDSCAPE

www.themediavantage.com



Country overview

LATIN AMERICA'S 4TH LARGEST ECONOMY

Overview of Colombia



CAPITAL
Bogota

REGION
South America

GDP PER CAPITA, PPP
\$14,936

GDP
\$330.2 billion

POPULATION
49,648,685

AREA
1,138,910 SQ.KM

Colombia is classified as an upper middle-income economy and is one of Latin America's largest economies.

The country's economy is shaped by its land and is based in its rich natural resources. Agriculture and commodity-driven industries are a large part of the economy.

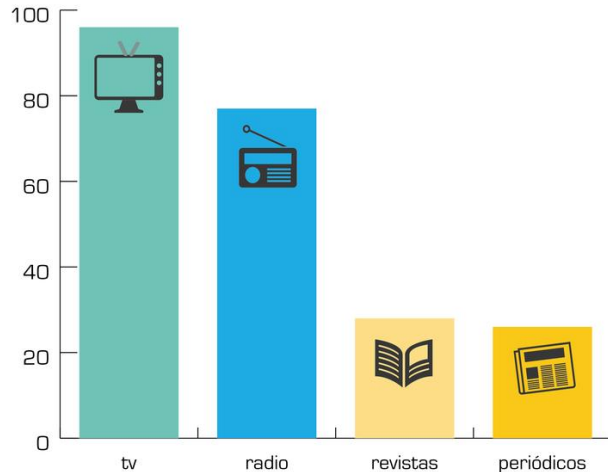
Spanish is Colombia's official language and the country's most popular religion is Roman Catholicism.

Media consumption

A DIVERSE MEDIA SCENE DOMINATED BY TELEVISION

Media penetration in Colombia

Consumo de medios en Colombia



Digital vs traditional media by market

Number of hours and minutes per day typically devoted to the following

	DIGITAL	TRADITIONAL
Global	06:45	03:33
Argentina	07:16	04:13
Australia	04:26	03:50
Austria	03:33	04:10
Belgium	03:57	04:33
Brazil	09:25	04:11
Canada	05:17	03:57
China	06:53	03:07
Colombia	07:28	04:12



TV has a penetration rate of 91%.



Radio is consumed by 79% of colombians.



Print has declined over the years but still reaches millions.



Time spent with digital media has overtaken that with traditional.

STRONGEST MEDIUM IN THE COUNTRY

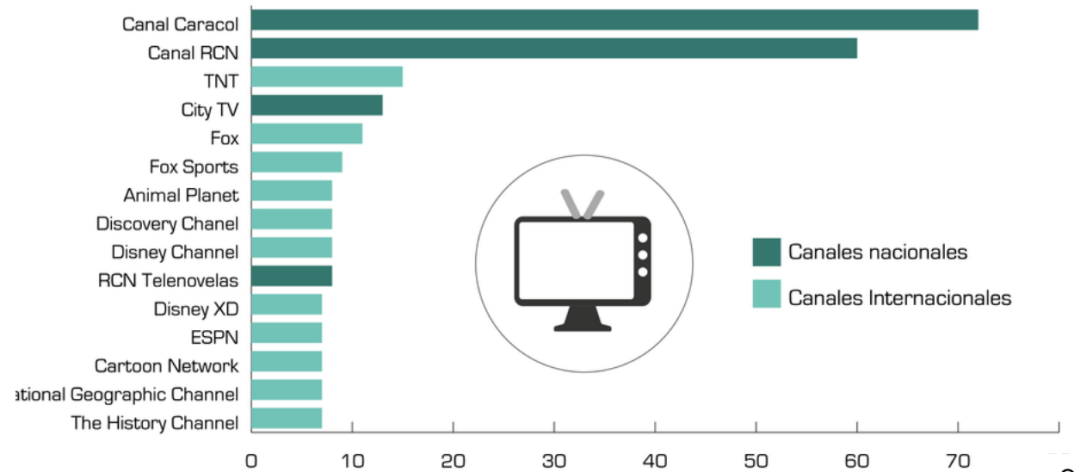
Number of hours and minutes per day typically devoted to the following

	LINEAR TV	RADIO	PRINT PRESS	CONSOLES
Argentina	02:20	01:24	00:28	00:48
Australia	02:16	01:09	00:24	00:39
Austria	01:53	01:44	00:32	00:26
Belgium	02:15	01:47	00:30	00:33
Brazil	02:28	01:04	00:39	01:03
Canada	02:15	01:14	00:27	00:45
China	01:21	00:46	00:58	01:04
Colombia	02:19	01:17	00:34	00:51
Denmark	02:05	01:24	00:47	00:45

- Colombians spend 2 hours and 19 minutes watching TV everyday.
- 57% of households have subscription TV service in 2022

15 most watched TV channels

Los 15 canales de televisión más vistos en Colombia



- Two private channels (Caracol and RCN) dispute the popularity with 80 percent of the national audience.

Radio

CONSUMED FOR AN HOUR AND 17 MINUTES

Number of hours and minutes per day typically devoted to the following

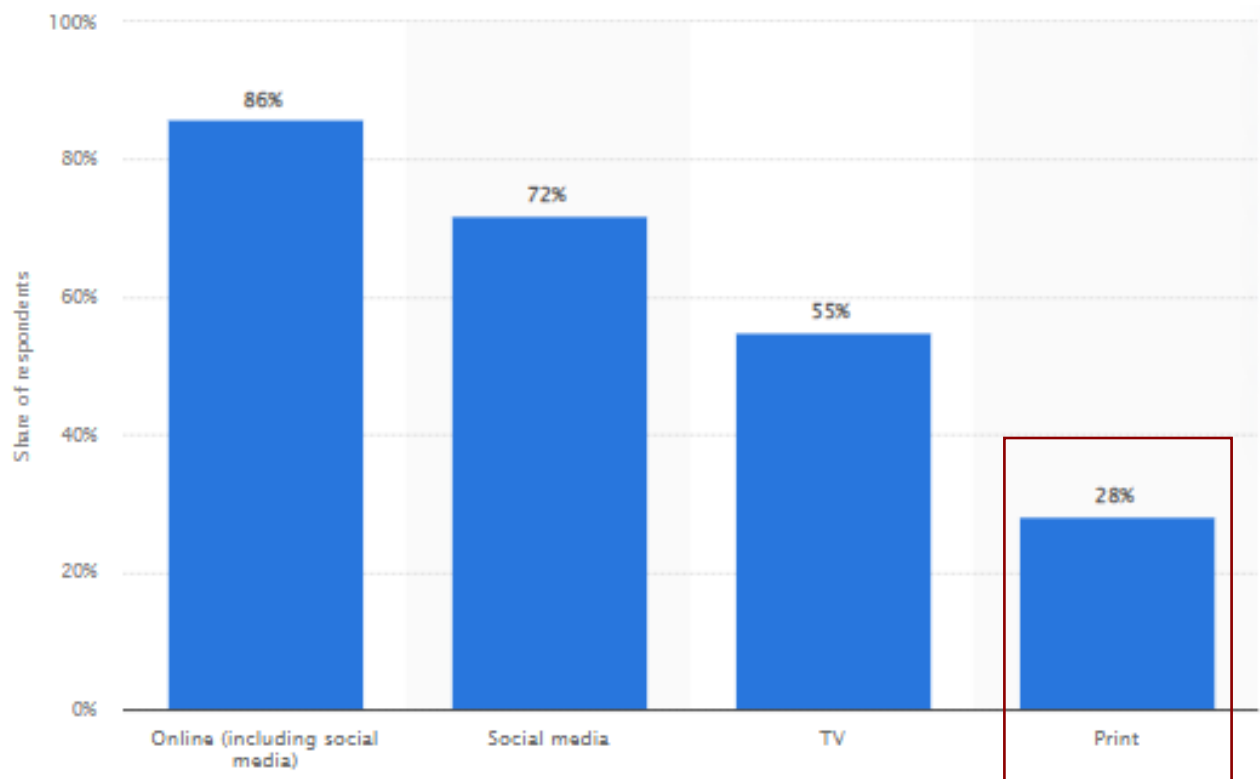
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- 79.94% of the national population use radio, the second most consumed media after television.
- Audiences that rely on streaming services still have a distant use compared to the traditional medium.
- Colombians who are subscribed to an audio service are Spotify (34%) and YouTube premium (31%).

Print

PRINTED PRESS IS LESS POPULAR WITH THE HIGHER EDUCATED, REQUIRING THOROUGH TARGETTING

Source of news in Colombia (February 2022)



- Colombia's media consumers still make time for print media.
- The population group that mostly reads newspapers is that of people between 26 and 40 years of age at 61.3 percent, followed by the segment from 41 to 64 years with 60.6 percent.
- However, print is more popular with audiences educated up to the secondary level.
- El Tiempo, Semana and El Espectador are the most popular print titles not only with the masses, but also with the highly educated and influential opinion leaders in the country.

Print

TOP TITLES



Dinero

Frequency: Monthly
Language: Spanish

Dinero is a Colombian-based monthly business magazine. Founded in 1993, it is Colombia's first and foremost financial and business-news magazine regularly featuring corporate profiles, market trends, economic analyses, interviews and investigative reports.



Semana

Frequency: Weekly
Language: Spanish

Semana is a weekly news magazine in Colombia. Some of Semana's most important reporting has been about Pablo Escobar, the drug trafficking kingpin.



El Espectador

Frequency: Daily
Language: Spanish

El Espectador is a newspaper with national circulation within Colombia. Every day of the week, except Sunday, El Espectador devotes around 10 pages to a specific focus; business, sports, world news, living, culture and people.



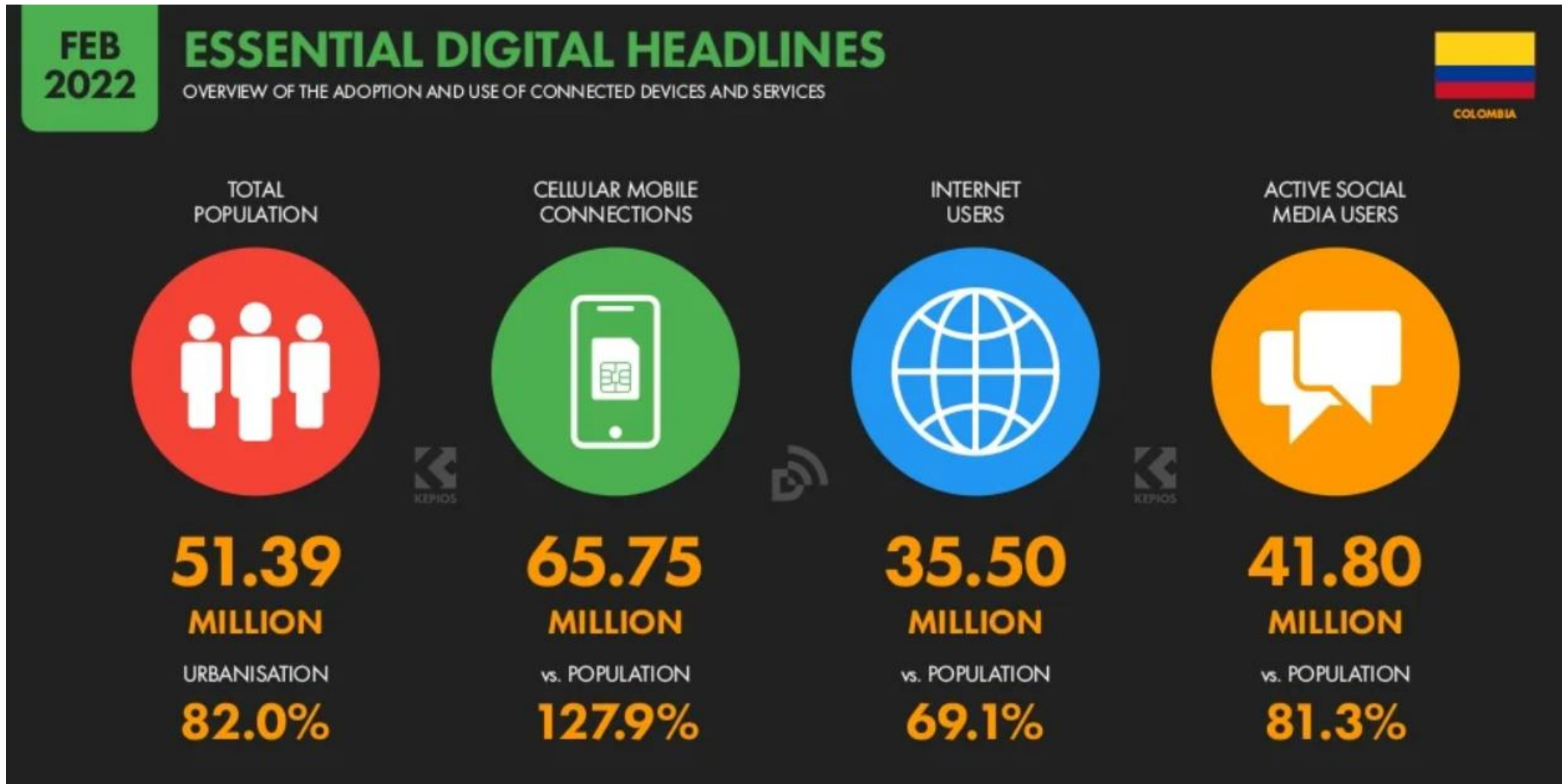
El Tiempo

Frequency: Daily
Language: Spanish

El Tiempo is a nationally distributed broadsheet daily newspaper in Colombia.

Digital overview

35.5 MILLION PEOPLE ARE ACTIVE INTERNET USERS



Where can one find them on the web

SOCIAL MEDIA AND NEWS MEDIA PLATFORMS ARE POPULAR IN THE COUNTRY

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

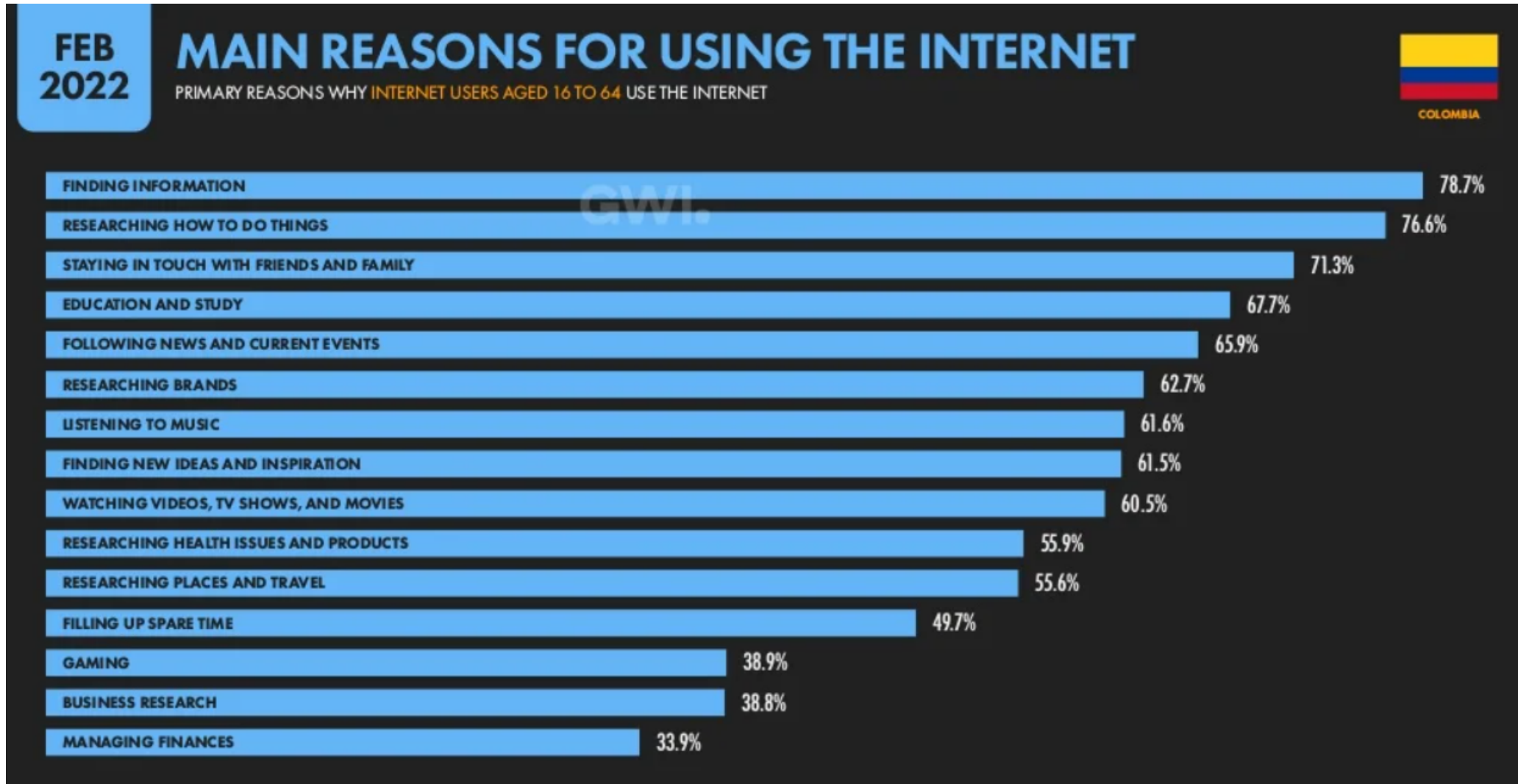


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	6.66B	[N/A]	[N/A]	19M 39S	13.58
02	YOUTUBE.COM	4.28B	[N/A]	[N/A]	30M 13S	14.56
03	WHATSAPP.COM	1.48B	[N/A]	[N/A]	4M 04S	1.51
04	FACEBOOK.COM	1.37B	[N/A]	[N/A]	15M 55S	12.81
05	LIVE.COM	616M	[N/A]	[N/A]	10M 30S	9.80
06	INSTAGRAM.COM	444M	[N/A]	[N/A]	13M 45S	23.92
07	NETFLIX.COM	431M	[N/A]	[N/A]	10M 01S	4.49
08	OFFICE.COM	360M	[N/A]	[N/A]	12M 31S	9.04
09	GOOGLE.COM.CO	357M	[N/A]	[N/A]	8M 03S	11.38
10	TWITTER.COM	300M	[N/A]	[N/A]	16M 14S	16.82

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	ZOOM.US	299M	[N/A]	[N/A]	8M 14S	3.80
12	ROBLOX.COM	274M	[N/A]	[N/A]	17M 42S	7.81
13	WIKIPEDIA.ORG	238M	[N/A]	[N/A]	5M 19S	3.11
14	MERCADOLIBRE.COM.CO	235M	[N/A]	[N/A]	9M 26S	9.03
15	MICROSOFT.COM	210M	[N/A]	[N/A]	8M 37S	5.04
16	YAHOO.COM	164M	[N/A]	[N/A]	8M 57S	5.61
17	MICROSOFTONLINE.COM	153M	[N/A]	[N/A]	2M 13S	2.29
18	SHAREPOINT.COM	131M	[N/A]	[N/A]	8M 38S	6.79
19	ANIMERFLY.NET	129M	[N/A]	[N/A]	15M 16S	4.06
20	WPLAY.CO	116M	[N/A]	[N/A]	12M 37S	8.07

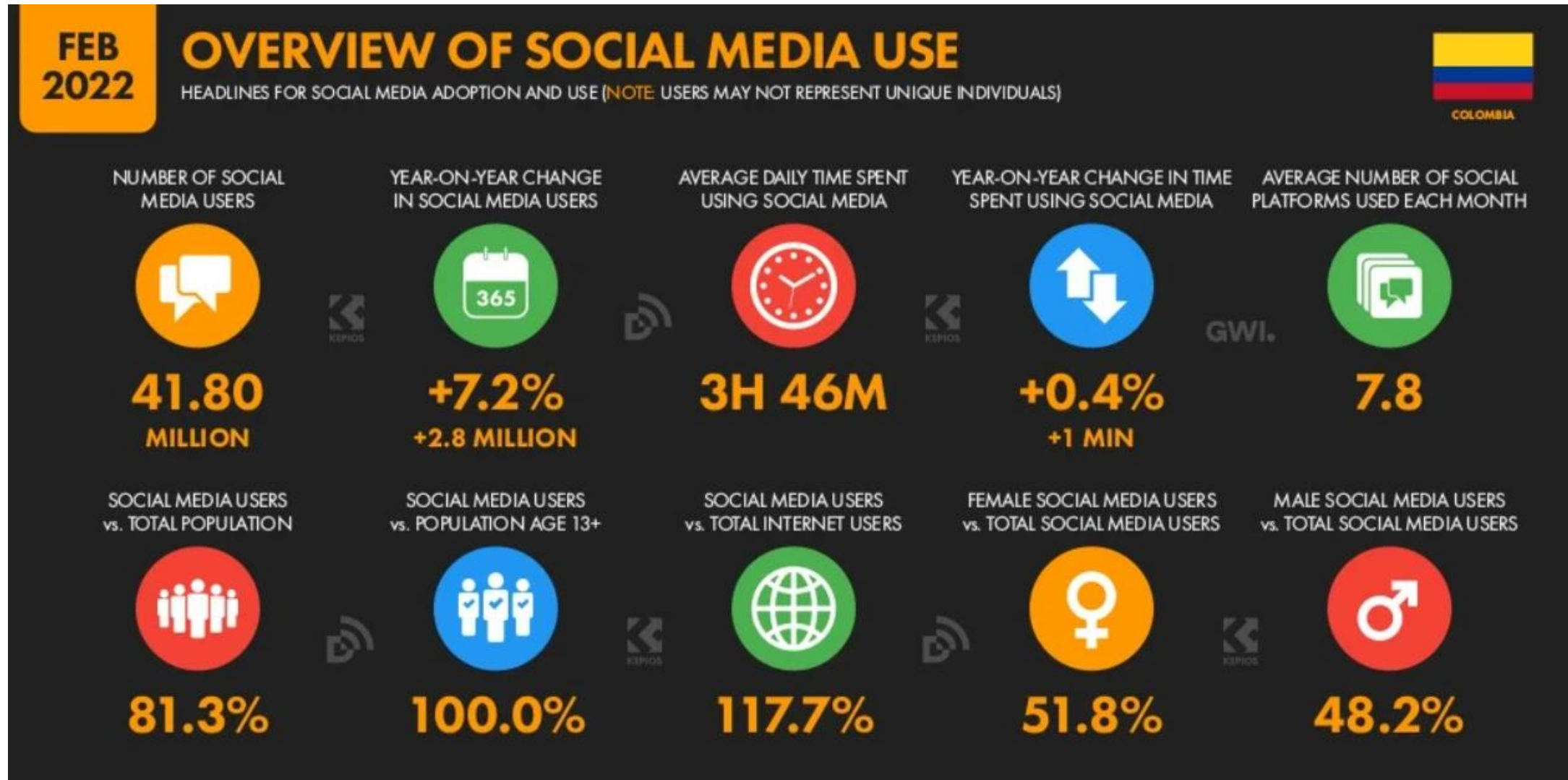
Reasons for using the Internet

INFORMATION SEARCH IS THE PRIMARY MOST REASON



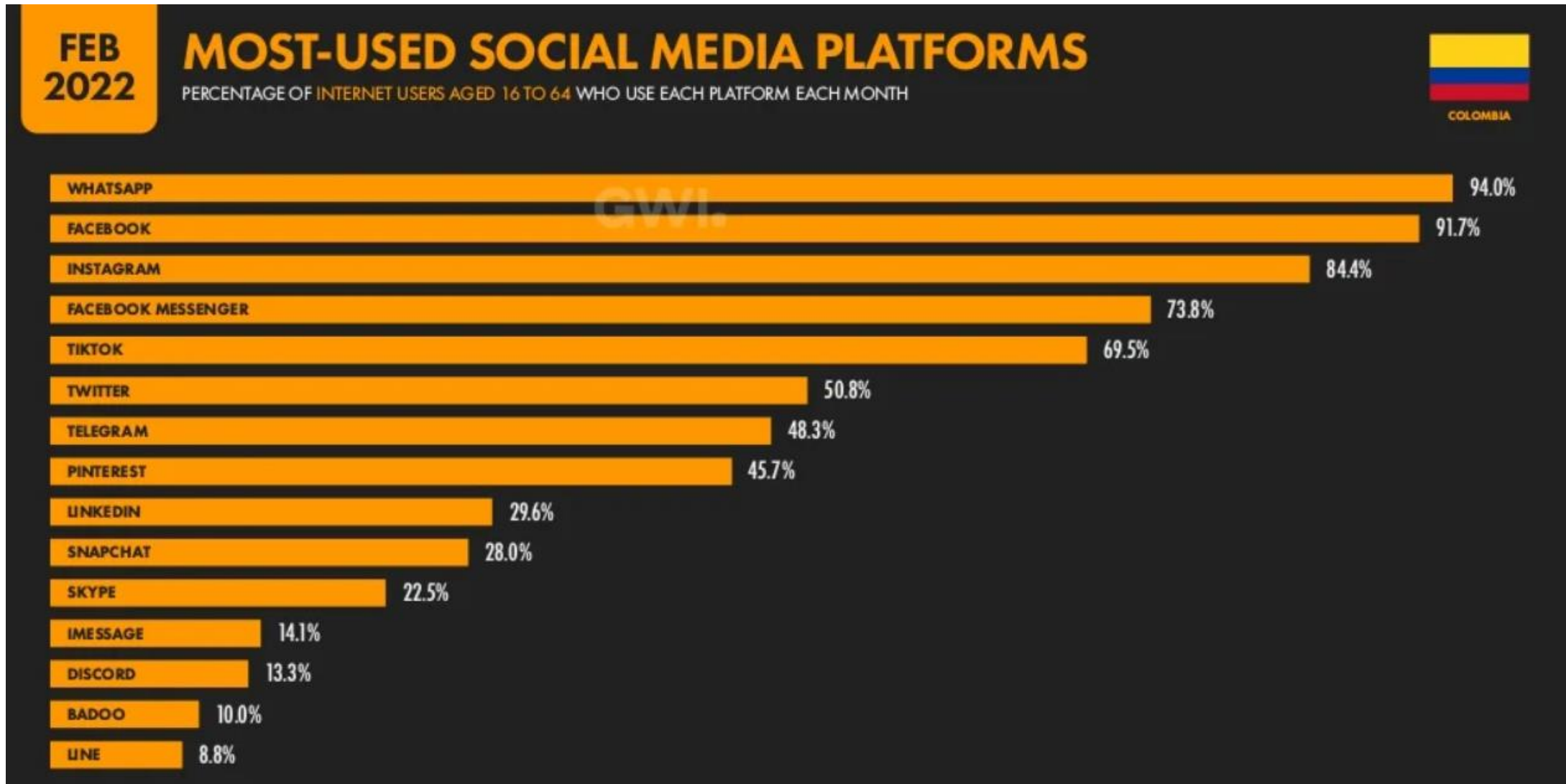
Social media overview

COLOMBIANS SPEND AN AVERAGE OF 3H 46M EVERYDAY



Most used social media platforms

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM



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